



Destination Excellence
Continuous Improvement

The Conservationist Magazine Production Kaizen Event Report Out

By:

The Deadliners

November 17, 2005

Team Members

Julie C.

Team leader	Julie Chang, DNR
Sub-team leader	Brian Button, Communications bureau, DNR
Members	Kevin Baskins, Communications bureau, DNR
	Alan Foster, Communications bureau, DNR
	Julie Tack, Communications bureau, DNR
	Julie Sparks, Communications bureau, DNR
	Joe Wilkinson, Communications bureau, DNR
	Clay Smith, Communications bureau, DNR
	Karri Wells, Communications bureau, DNR
	Karen Grimes, Communications bureau, DNR
	Lowell Washburn, Communications bureau, DNR
	Steven Nordmeyer, August Homes Publishing
	Kathy Bowermaster, DED



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Background

Kevin

- Declining subscription base
- Struggle to meet deadline because of other duties
- Product development process in Sept. '05



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Objectives

AI

1. Improve production quality (copy proofing, press check, color enhancement).
2. Establish a tracking system.
3. Build a surplus of stories.
4. Improve communication with internal staff.
5. Increase up-front planning.
6. Allocate resources better.
7. Establish evaluation system.



Goals

AI

1. 100% on time delivery.
2. All photos printed at correct exposure.
3. All established deadlines are met.
4. One issue ahead.



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Kaizen Methodology

Julie C.

- Clear objectives
- Team process
- Tight focus on time
- Quick & simple
- Necessary resources immediately available
- Immediate results (new process functioning by end of week)
- 5S “mindset”, use the steps to support the event activities



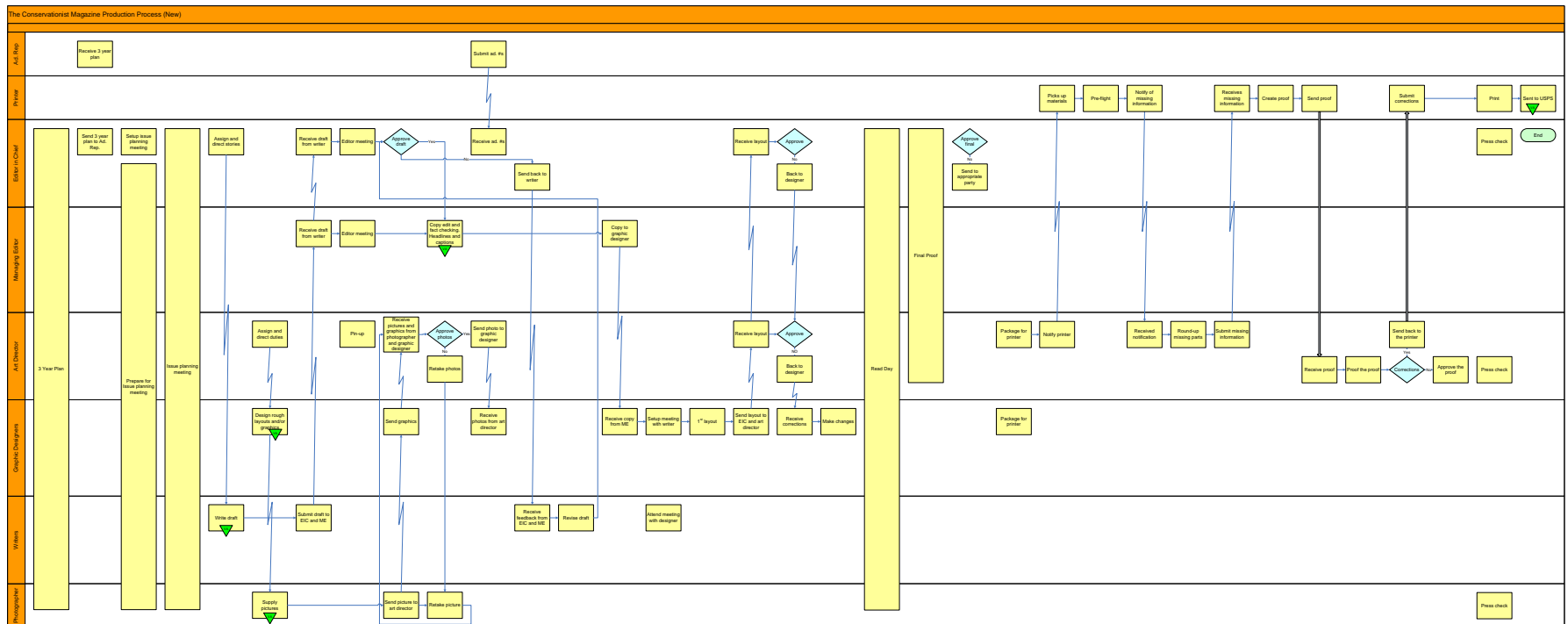
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Julie S.



New Process

Brian



Results

Brian

	Old	New	% Change
# of Steps	74	65	-12%
# of Handoffs	13	19	+46%
# of Decisions	8	6	-25%
% of Value-Add	8%	9%	+13%
Lead Time	Best 61 days Worst 131 days	240 days	



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Implemented

Clay

1. Weekly planning meeting
2. Issue planning meeting
3. 3 year plan/retreat
4. Transition plan
5. Production calendar/Tracking
6. Evaluation system



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Homework

Karen

Item	Item Description	Person Responsible	Due Date
1	Researcher duties/needs	Julie T., Kevin	12/1/05
2	Prototype planning	Brian	12/7/05
3	Retreat planning/setup	Brian, Al, Julie T.	Jan '06
4	Transition plan put into tracking sheet	Julie S., Al	12/5/05
5			
6			
7			
8			



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Parking Lot

Karri

- Circulation Management
- Office Space
- Staffing



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Team Member's Experience

Clay
Kevin



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We welcome your
questions and comments!



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